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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/561,502	12/19/2005	Clive Morel Fourman	L1184/20001	6422
3000 7590 06/03/2010 CAESAR, RIVISE, BERNSTEIN, COHEN & POKOTILOW, LTD. 11TH FLOOR, SEVEN PENN CENTER 1635 MARKET STREET PHILADELPHIA, PA 19103-2212			EXAMINER	ZAGARELLA, STEPHANIE R
		ART UNIT	PAPER NUMBER 3623	
		NOTIFICATION DATE	DELIVERY MODE 06/03/2010 ELECTRONIC	

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patents@crbcp.com

**Advisory Action
Before the Filing of an Appeal Brief**

Application No.	Applicant(s)	
10/561,502	FOURMAN, CLIVE MOREL	
Examiner	Art Unit	
Stephanie Zagarella	3623	

—The MAILING DATE of this communication appears on the cover sheet with the correspondence address —

THE REPLY FILED **19 May 2010** FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

- a) The period for reply expires 3 months from the mailing date of the final rejection.
 b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
 Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
 (a) They raise new issues that would require further consideration and/or search (see NOTE below);
 (b) They raise the issue of new matter (see NOTE below);
 (c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 (d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. Applicant's reply has overcome the following rejection(s): _____.

6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____

Claim(s) objected to: _____

Claim(s) rejected: **1-11 and 26**

Claim(s) withdrawn from consideration: _____

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fail to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because:
See Continuation Sheet

12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____

13. Other: See Continuation Sheet

/Beth V. Boswell/
Supervisory Patent Examiner, Art Unit 3623

/Stephanie Zagarella/
Examiner, Art Unit 3623

Continuation of 11. does NOT place the application in condition for allowance because: The applicant argues that Thompson does not teach a graphical user interface arranged to display a scorecard (constituting a hierarchy of intent) or other representation of information constituting a hierarchy of intent. Examiner respectfully disagrees because as claimed the limitation requires only that an interface display a scorecard OR other representation of information constituting a hierarchy of intent. As currently claimed the scorecard does not necessarily represent a hierarchy of intent and the "or" requires that only one of the two are displayed.

However, even if it is read that the scorecard also constitutes a hierarchy of intent, Thompson clearly teaches what the claim describes the scorecard as representing. As claimed, the hierarchy of intent includes a representation of a plurality of indicators associated with an entity. Thompson in at least Fig. 3 illustrates a scorecard which represents a collection of indicators relating to programs, projects, policies or strategies of an enterprise. Revenue, profit, cash flow, and inventory are representative of measured indicators which are comparable to performance goals where goals are commonly known to represent the intent of a company. The performance measures can be drilled to obtain more detailed levels of data and while the exact nature of a quick drill button is not described by Thompson, it is known in the art that drilling enables users performing data analysis to review different levels or layers of data and results. Furthermore, the objectives referred to by the applicant are not recited in the claims and it is noted that absent an express definition of a hierarchy of intent in the specification the broadest reasonable interpretation is applied. The specification does not expressly define "hierarchy of intent" but describes it as a label given to a known hierarchy of objectives culminating in indicators. A hierarchy of objectives is not expressly defined either therefore the broadest reasonable interpretation would be that a hierarchical business has different levels of goals which can be monitored by indicators.

Continuation of 13. Other: The entered amendment referred to in 7. above refers to the amendments to the specification. The amendments overcome the objection regarding formal matters in the specification previously raised, the objection is respectfully withdrawn.